

## Chair

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### **Kerri Verbeke Kapich**

Senior Vice President of Marketing and Strategic Partnerships  
San Diego Tourism Authority

## Vice-Chairs

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### **Sheldon Duncan**

Manager of Regional Marketing Strategy  
Universal Studios Hollywood  
*Vice Chair*

## Committee Members

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### **David Bratton**

Managing Partner  
Destination Analysts, Inc - A Marketer's Research  
Company

### **Anne Briones**

Director, Consumer Insights  
Universal Studios Hollywood

### **Susan Bruinzeel**

Senior Director of Relational Marketing  
San Diego Tourism Authority

### **Gay Fontana**

Vice President of Operations - Sales Business Development  
Fresno/Clovis Convention & Visitors Bureau

### **Nicole Halmer**

Sr. Director of Convention Strategy  
San Francisco Travel Association

### **Bill Hendricks**

Professor and Department Head  
Cal Poly Recreation Parks & Tourism Administration

### **Wendy Kheel**

Vice President, Tourism Insights  
Los Angeles Tourism and Convention Board

### **Franciscus Loukrezis**

Director, Tourism Insights  
Los Angeles Tourism & Convention Board

### **Steve Rathje**

Business Intelligence Director  
Visit Anaheim

### **Carl Ribaud**

President & Co-Founder  
Strategic Marketing Group

### **Kim Sidoriak**

Chief Marketing Officer  
Santa Monica Convention & Visitors Bureau

## Visit California Staff

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### **Lynn Carpenter**

Vice President of Marketing  
Visit California

### **Daniel Mishell**

Director of Research  
Visit California